

**South Carolina Statewide Lodging Outlook Report**  
**May 2019**

|   | Occupancy Rate          |              | Average Room Rate       |              | RevPAR*                 |              | Room Revenue | Rooms Available | Rooms Sold   |
|---|-------------------------|--------------|-------------------------|--------------|-------------------------|--------------|--------------|-----------------|--------------|
| <b>Current Month:<br/>May 2019</b>                    | <b>May 2019</b>         | <b>% Chg</b> | <b>May 2019</b>         | <b>% Chg</b> | <b>May 2019</b>         | <b>% Chg</b> | <b>% Chg</b> | <b>% Chg</b>    | <b>% Chg</b> |
| United States   | 68.7%                   | 0.9%         | \$132.43                | 1.6%         | \$91.01                 | 2.5%         | 4.6%         | 2.0%            | 2.9%         |
| South Atlantic**                                      | 70.7%                   | 2.0%         | \$129.65                | 2.3%         | \$91.68                 | 4.3%         | 6.2%         | 1.9%            | 3.9%         |
| South Carolina  | 68.6%                   | 3.1%         | \$126.12                | 2.7%         | \$86.57                 | 5.9%         | 9.3%         | 3.3%            | 6.5%         |
| <b>Year-to-Date:<br/>January through<br/>May 2019</b> | <b>Jan-May<br/>2019</b> | <b>% Chg</b> | <b>Jan-May<br/>2019</b> | <b>% Chg</b> | <b>Jan-May<br/>2019</b> | <b>% Chg</b> | <b>% Chg</b> | <b>% Chg</b>    | <b>% Chg</b> |
| United States   | 64.4%                   | 0.4%         | \$130.42                | 1.2%         | \$84.02                 | 1.6%         | 3.7%         | 2.0%            | 2.5%         |
| South Atlantic**                                      | 68.9%                   | 1.0%         | \$135.51                | 1.8%         | \$93.41                 | 2.8%         | 4.8%         | 2.0%            | 2.9%         |
| South Carolina  | 63.3%                   | 0.8%         | \$112.74                | 1.2%         | \$71.35                 | 2.0%         | 4.6%         | 2.6%            | 3.4%         |

\*RevPAR = Revenue Per Available Room, i.e., total room revenue divided by total number of room nights.

\*\*South Atlantic Region is comprised of: Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida

Only hotels with 10 or more rooms are included in the table above

All percent change is versus the same period in the previous year

Source: STR, Inc.

**Three Month Occupancy Outlook for South Carolina**

|                       |                                      | <b>Jun<br/>2019</b> | <b>Jul<br/>2019</b> | <b>Aug<br/>2019</b> |
|-----------------------|--------------------------------------|---------------------|---------------------|---------------------|
| <b>STR, Inc.</b>      | Occupancy Forecast                   | 75.0                | 74.2                | 69.3                |
| <i>As of May 2019</i> | % Chg vs same month in previous year | -1.4                | 0.4                 | -1.0                |

Source: STR, Inc.